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PATENT
Atty. Ref. No. 3382-50875

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responsive to a signal from a viewer during the displaying the icon, displaying a graphical control panel operable by the viewer to cause display of the auxiliary data associated with the icon.

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F2

16. (Twice amended) A method of operating a screen [used to display television signals] to transition between display of a televised advertising message and display of additional information from the Internet relating to the subject of the advertising message, comprising:

displaying a televised advertising message;

in response to logical address link data conveyed with the televised advertising message,
displaying with said televised advertising message an icon; and

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in response to user selection of said icon, displaying a graphical control panel [operable to cause display of] that presents to the user a plurality of options selectable by the user, a first option selectable by the user to indicate desire to return to the displaying the televised advertising message, and a second option selectable by the user to indicate desire to view additional information from the Internet relating to the subject of said advertising message.

Sub
F3

21. (Twice amended) A method of operating a screen [used to display both television programming and pages of supplementary data] to crossover between display of television programming and display of supplementary data from the Internet, comprising:

(a) displaying the television programming on the screen;

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Cont.

(b) in response to logical address link data conveyed with the television programming,
alerting a viewer to the availability of a page of supplementary data from the Internet associated with said displayed television programming;

(c) receiving a signal from the viewer indicating an interest in the supplementary data;

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and

(d) responsive to said indication of viewer interest, displaying a control graphical panel that includes textual data related to said page of supplementary data, the control panel permitting the viewer to signal further interest in viewing the supplementary data;

(e) receiving a further signal from the viewer indicating a continued interest in the supplementary data; and

(f) responsive to said further indication of viewer interest, displaying said page of supplementary data.

Please add the following claim:

Sub
F3

--30. A method of operating a screen to crossover between display of a television signal and display of auxiliary data from an auxiliary data network that delivers data apart from the television signal, comprising:

displaying a television signal;

in response to logical address link data conveyed with the television signal, displaying with the displayed television signal an icon, said icon indicating the availability of associated auxiliary data from the auxiliary data network;

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cont.

responsive to a signal from a viewer during the displaying the icon, displaying a graphical panel that includes a descriptor of the auxiliary data, wherein the panel includes a first graphical control actuatable by the viewer to indicate desire to return to the displaying the television signal, and wherein the panel includes a second graphical control actuatable by the viewer to indicate desire to view the auxiliary data;

responsive to actuation of the first graphical control by the viewer during the displaying the panel,

ending the displaying the panel; and